

IN THE CLAIMS:

Claims 1-19 are canceled.

20. (New) A method of configuring a subscriber unit for operation in a wireless communication system, comprising the steps of, at the subscriber unit:

- obtaining over a broadcast RF subcarrier of a commercial FM broadcast station, communication information necessary for the subscriber unit to automatically communicate with a brokering agent that provides automated brokering services for a plurality of wireless service providers with respect to which the brokering agent is an independent business;

- selecting a particular service provider from the plurality of wireless service providers based on offerings of the wireless services;

- using the communication information to communicate to the brokering agent the identity of the particular wireless service;

- establishing a subscription relationship with the particular service provider that has been brokered by the brokering agent; and

- configuring the subscriber unit to operate in a mode that supports interaction with the particular service provider.

21. (New) The method according to claim 1, wherein the selecting of the particular wireless service is based upon information concerning the offerings of the wireless services that is communicated over the broadcast RF subcarrier of the commercial FM broadcast station.

22. (New) The method according to claim 1, wherein the selecting of the particular wireless service is based upon information concerning the offerings of the wireless services that is communicated to the subscriber unit from the brokering agent using the communication information.

23. (New) The method according to claim 1, further comprising:

- communicating criteria from the subscriber unit to the brokering agent using the communication information;

- selecting one or more wireless services meeting the criteria, wherein the selecting is performed by the brokering agent based on the criteria;

communicating the one or more wireless services meeting the criteria from the brokering agent to the subscriber unit.

24. (New) The method according to claim 1, wherein the selecting of the particular wireless service is performed at the subscriber unit and is communicated to the brokering agent using the communication information.